

WHAT IS CLAIMED IS:

1. A method of warranting a product, the method comprising:
providing one or more product monitors capable of monitoring use of a product; and
providing a product warranty agreement warranting that when the one or more product monitors are properly used, the one or more product monitors will prevent excessive wear to the product and when excessive wear occurs, a warrantor will reimburse repair and/or replacement costs of the product.
2. The method of Claim 1, wherein the product comprises vehicle tires.
3. The method of Claim 2, wherein the one or more product monitors comprises one or more tire pressure monitors.
4. The method of Claim 3, wherein each active tire on a vehicle includes one of the one or more tire pressure monitors.
5. The method of Claim 3, wherein the one or more tire pressure monitors comprise one or more tire stem pressure monitors.
6. The method of Claim 5, wherein each of the one or more tire stem pressure monitors comprises color-coded indicators that visually inform a vehicle operator whether a corresponding vehicle tire is underinflated.
7. The method of Claim 1, wherein the purchaser is a purchaser of the product.
8. The method of Claim 1, wherein the purchaser is a purchaser of the one or more product monitors backed by a product warranty agreement.
9. The method of Claim 1, further comprising:
installing the one or more product monitors on products to be sold;
and
offering the one or more product monitors backed by product warranty agreement during the sale of the product.
10. The method of Claim 9, distributing the one or more product monitors to one or more sellers of the product.

11. The method of Claim 10, further comprising sharing the revenue from the sale of the one or more product monitors backed by the product warranty agreement.

12. A product warranty program for preventing excessive tire wear due to improper inflation of active tires, the product warranty program comprising one or more tire pressure monitors backed by a warranty agreement protecting a purchaser of the one or more tire pressure monitors from tire repair and/or replacement costs related to improper performance of one or more tire pressure monitors.

13. The product warranty program of Claim 12, wherein the one or more tire pressure monitors comprise one or more tire stem pressure monitors.

14. The product warranty program of Claim 13, wherein each of the one or more tire stem pressure monitors comprises color-coded indicators that visually inform a vehicle operator whether a corresponding vehicle tire is underinflated.

15. The product warranty program of Claim 12, wherein the tire warranty agreement includes different purchase prices relating to different coverage plans.

16. The product warranty program of Claim 12, wherein the tire warranty agreement is offered at the time of the vehicle acquisition and/or purchase.

17. The product warranty program of Claim 16, wherein one or more tire pressure monitors are installed on the vehicle prior to the acquisition and/or purchase.

18. The product warranty program of Claim 16, wherein the vehicle is a new vehicle.

19. The product warranty program of Claim 16, wherein the vehicle comprises are of a bicycle, motorcycle, automobile, a motor-powered machine, and a human-powered machine.

20. A product warranty program comprising:

means for monitoring the pressure in a vehicle tire; and

means for warranting that when the means for monitoring is used properly, a purchaser of the means for monitoring is protected from at least a portion of repair and/or replacement costs associated with excessive wear or damage to the vehicle tire due to improper inflation.

21. The product warranty program of Claim 20, wherein improper inflation comprises underinflation.